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HOMEMAKERS' CHAT
FOR BROADCAST USE ONLY

U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "We're Drinking Our Butter" -- Information from Office of Marketing Services, War Food Administration

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Butter is so important to our Armed Forces that the War Food Administration has asked processors to set aside 20 and 25 percent respectively for military purchases during February and March. This step was necessary because of urgent need for larger butter deliveries to the Armed Forces, as well as an accompanying decline in butter production. For instance, the fact that the United States Army in Germany eats several tons of butter every meal points to the need for such action. In January 1945 every man in the service was allowed more than a pound of dairy products each day of the month. This includes ice cream, cheese, evaporated milk and dried milk, in addition to butter.

Milk production was very high in 1944 -- almost as high as the peak year of 1942. Yet butter production was the lowest in almost 20 years because there is such heavy wartime demand for dairy products other than butter. The same situation will probably exist in 1945. Civilians drank 160 quarts of milk in 1944 as compared to 126 quarts in the 1935-39 period before the war. In the light of these facts it is not difficult to understand why there isn't more butter for you at the market.

In other words we can't drink milk and spread our bread with butter, too. And, of course, nutritionally speaking, milk gets first choice.

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